

**PROPOSED NEW PRODUCT INTRODUCTIONS  
ESTIMATED SHARE  
AS OF 7/98**

<u>Product</u>	<u>Distribution Objective</u>	<u>Geos</u>	<u>Est. FY Share</u>	<u>Est. Cannibilization</u>	
				<u>Brand</u>	<u>Company</u>
Parliament FF					
KSF Non Men	90%	National	0.33		50%
KSF Men	90%	National	0.09		50%
Parliament Ultra Lts.					
KSF Box	95%	R1	0.19 - 0.26	60%	80%
100's Box	95%	R1	0.06 - 0.09	60%	80%
Parliament Ultra Lts.					
KSF Box	70%	FLA.	0.03 - 0.05	60%	80%
100's Box	70%	FLA.	0.02	60%	80%
Basic Menthol Ultra Lts.					
100's Box	85%	National	0.05	50%	75%
100's Soft	85%	National	0.10	50%	75%

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